

ABSTRACT

[0062] The present invention provides a system through which a standard communications device can be modified to enable scanning of product barcodes in order to enable data collection of product information at a remote server site. Once this data collection of product information is complete, the user can perform various functions, as will be described in further detail. Advantages of the invention include providing users with the capability to implement product replenishment at a verified lowest price. In addition, price comparisons may be used in accordance with the teachings of the present invention, as well as the enablement of a mobile marketplace. Moreover, the present invention may simply be used to track desired products or for providing additional product information.

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